


TO: Linda Latif

FROM: Nancy Pilotti 

SUBJECT: PARLIAMENT CARTON STUFFER ART

DATE: November 26, 1991

Enclosed is mechanical and transparency art for the Parliament "Towel" carton stuffer.

Art Notes

- You will receive on Monday, December 2nd, strip-in copy for the backside (it will be branding copy "Parliament Lights") which is required on the panel that the WN appears).
- You will note that the front side (pictorial) copy is reverse white and black. Originally, all the copy was reverse white. I felt we'd probably be okay leaving the heavier copy reverse white. Please let me know if this is not acceptable.

Timing/Quantities

- Requested field date is May 1. Since the art is one month late, I would assume the field date must be moved to June 1, and the PreCon date moved to May 1 (from 4/1). Please advise.

By copy of this memo, I am requesting Promotional Services or Brand to issue the elements memo ASAP. I was advised that the quantity is 600,000 for the 100s SP only.

Please let me know if you have any questions.

Thank you.

NAP:egb
Enclosure

cc: J. Greenky
J. Hollandsworth
G. Jeanrenaud
N. Parmet

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